

PSJ3

Exhibit 138

JAN-MS\_00350962 (Native)

Tapentadol Budget 2008

JAN-MS-00359962\_Confidential.xls

22-Oct

TAPENTADOL BUDGET 2008		2,008	Extended Price	Remaining Balance	Uninvoiced	Expected Overspend	by vendor	report
<b>PRODUCT READINESS, VALUE PROPOSITION</b>		<b>3,900,000</b>	<b>1,721,283.77</b>	<b>\$ 2,178,716.23</b>				
ADVISORY BOARDS /leadership counsel/subcommittee/consensus papers		1,500,000	911,458.88	\$ 588,540.12	347,888.00	50,000	ER 2 ad boards, Pharmacy Ad B	
MEDERGY		1,000,000	533,458.28	\$ 466,541.72	330,856.47	0		
HEALTH ECONOMICS / OUTCOMES (PGSM, OMJSA)		800,000	-	\$ 800,000.00	-	-800,000		
MESSAGE PLATFORM		600,000	276,365.61	\$ 323,634.39	66,635.00	0		
<b>PERSONAL COMMUNICATION + PEER-TO-PEER</b>		<b>6,600,000</b>	<b>2,989,113.06</b>	<b>\$ 3,610,886.94</b>				
NEO-PATHWAYS CAMPAIGN		2,500,000	1,869,699.06	\$ 630,300.94	783,473.12	???		
Agency Fee		1200000						
Unbranded message materials (webinar, reprint carrier, iPod, etc)		1300000						
STUDY REVIEWS / PAPERS KOLs		500,000	87,103.00	\$ 412,897.00	-	0	Take for ER 2009 review papers	
SPEAKER BUREAU TRAINING + 80 speakers meetings		2,100,000	537,381.00	\$ 1,562,619.00	56,635.00			
REGIONAL consultancy meetings / consensus (25)		1,000,000	-	\$ 1,000,000.00	-	0		
SALES FORCE TRAINING		500,000	494,930.00	\$ 5,070.00	140,085.00	180,000		
SALES FORCE INCENTIVE PLAN		0	-	\$ -	-			
<b>NON-PERSONAL COMMUNICATION</b>		<b>4,400,000</b>	<b>5,097,025.40</b>	<b>\$ (697,025.40)</b>				
WebMD/Medscape		800,000	595,000.00	\$ 205,000.00	446,250.00	-\$205,000	\$479,908.34 (from 2007 PO for F	
E-detailing (4 interactions - 30,000 physicians)		1,300,000	2,061,437.00	\$ (761,437.00)	1,798,937.00	2,000,000		
PR ACTIVITIES		1,100,000	1,341,500.00	\$ (241,500.00)	234,837.72	225,000		
PR - Campaign against prescription drug abuse		400000						
EPOCRATES + PAIN POLICY		400,000	452,000.00	\$ (52,000.00)	75,000.00	50,000		
UNBRANDED WEBSITE DEVELOPMENT		800,000	289,588.40	\$ 510,411.60	72,402.50	???		
<b>MONITOR</b>		<b>700,000</b>	<b>357,500.00</b>	<b>\$ 342,500.00</b>	<b>104,500.00</b>	<b>0</b>		
<b>LAUNCH PREPARATION</b>		<b>3,200,000</b>	<b>2,822,090.16</b>	<b>\$ 377,909.84</b>				
BRANDING		600,000	699,610.00	\$ (99,610.00)	336,562.50	450,000		
MATERIALS		1,000,000	765,416.16	\$ 234,583.84	331,882.77	-200000		
TRAINING		0	-	\$ -	-			
CONVENTIONS		500,000	278,564.00	\$ 221,436.00	32,279.34	0		
ER Entry Strategy (Monitor)		700,000	-	\$ 700,000.00	-	???		
MHC MR / SEGMENTATION		400,000	178,500.00	\$ 221,500.00	23,500.00	200,000		
HOSPITAL MR / SEGMENTATION		0	-	\$ -	-			
National Meeting		600,000	600,000.00	\$ -	-	0		
Given to Medical Affairs		300,000	300,000.00	\$ -	-	0		
<b>MARKET RESEARCH (IR / ER)</b>		<b>3,000,000</b>						
MARKET RESEARCH		3,000,000						
<b>CLINICAL DEVELOPMENT</b>		<b>5,000,000</b>						
Ph III / IV		5,000,000						
<b>TOTAL BUDGET</b>		<b>26,700,000</b>						
<b>TOTAL BUDGET EX CLINICAL DEVELOPMENT + MR</b>		<b>18,700,000</b>	<b>12,629,512.39</b>	<b>5,470,487.61</b>		<b>1,950,000.00</b>		
<b>Comments:</b>								
IR Launch MAR'09								
Branded Launch campaign = USD 2MM								
Institutional efforts to support the IR (PGSM)								
Clinical Development budget includes Acute Low Back Pain and Cognition Function + Some outcomes measures								

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oard + Speaker Training

(HSC)

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